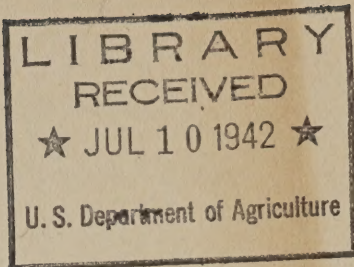
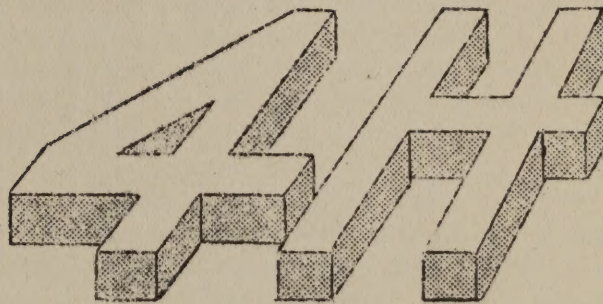


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NATIONAL



MOBILIZATION
WEEK

APRIL 5-11, 1942

Manual of Suggestions for

COUNTY EXTENSION AGENTS
COUNTY CLUB AGENTS
VOLUNTEER CLUB LEADERS

U. S. EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE

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You have been notified of the 4-H Mobilization, of the dates April 5-11, of the broadcast on the National Farm and Home Hour on April 4, and of your State programs tied in with the mobilization. Now what have you planned to do about it?

First off, we recognize that the county agricultural agent and the home demonstration agent both have their hands full these days. Those counties fortunate enough to have a 4-H Club agent or an assistant agent handling club work part-time will know pretty much how to handle the county mobilization. Most counties will call a meeting of all volunteer leaders and discuss the plans for the county and community. The burden of work will fall on the volunteer local club leaders, and in most counties the work will be done at club and community levels.

Two objectives in this mobilization are, to give every member an opportunity to reaffirm his intention of carrying his goals to completion, especially those affecting production and health, and to attract desirable new members.

For the first objective we will emphasize these goals at club, community, and, perhaps, county meetings. We will, by word of mouth and by newspaper, radio, and other publicity, emphasize this aspect of the mobilization. Local club leaders probably will devote a meeting during Mobilization Week to its meaning and give each member an opportunity to state his personal goals. This will all be handled by personal contact--by face-to-face, visual, or aural methods.

The second objective will largely be reached through the same method, person to person, whether local leaders or members. Boys and girls will induce their friends to come into club work. Parents will be encouraged to cooperate.

To help push both objectives to success, many supplementary methods can be used. These methods are the subject of this manual, and are offered as aids, as stimulants, to your own thoughts and not with the intention that you should try to use every idea described. That would require a large organization. Discuss these methods at your meetings of local leaders and let each apply the ideas that fit in the community. Some of the ideas offered in connection with community activity can be applied at a county level, others will be workable only with local clubs even though they are offered as a county project. You are best able to determine which methods suit your local conditions.

Some aids will be supplied from your State office. These will vary from State to State. State leaders will tell you what aids are available from their offices and from other sources. In the end, however, the aids and methods developed locally are the ones that will work best under local conditions.

Among these are circular letters, leader meetings, member solicitation, school talks by members or leaders, local newspaper and radio notices, and similar nonspectacular but effective methods. Sample circular letters are included as an Appendix to this manual.

Carefully planned newspaper stories will probably do as much to "pep up" the membership as anything else you can try. Editors tell us that result stories make good reading. Your opening story might be something like this:

"Farm youth of Rural County will take part in 4-H Mobilization Week, April 5-11, County Club Leader A. E. Jones announced today. This local event replaces the National 4-H Club Camp held in normal years in June at Washington, D. C. Youth in every rural county in the United States are thus given opportunity to demonstrate again their loyalty and will to victory.

"Mr. Jones explained that both National 4-H leaders and club members feel it is more important this year to demonstrate the value of 4-H Clubs to the war effort than to reward a few of their members for outstanding effort.

"That 4-H members are already working on the important contributions to victory 4-H has promised, is shown by the increase in productive projects in the county. Jesse James, member of the Jackrabbit Club, has started 300 chicks instead of the 100 he usually starts in his poultry project. Alice Warble of the Willing Hands Club has added a calf project to her nutrition project.

"The entire membership of the Weeping Willow Club, composed of girls living near Dabbit Run, have volunteered to help the Dabbit Run 4-H Boys' Club in the school-garden project. The girls will take charge of canning the output of the garden for hot school lunches next winter.

"In addition to increasing the effort of the present members, Mr. Jones announces a membership drive to get every eligible farm boy and girl in Rural County into a 4-H Club before the close of Mobilization Week. A booth is being erected in front of the Township School, where information can be obtained."

Follow up this letter with interviews on your radio program with successful 4-H members. Bring out the spirit of united effort, of all the small contributions totaling a tremendous production through the combined efforts of 1,500,000 club members. Alternate boys and girls, and emphasize not only the production goals but the equally important health and conservation plans.

About 2 weeks before the campaign opens, have merchants display posters in their windows. If possible, visit the schools and give a short talk or illustrated lecture on 4-H work and why farm youth should be in it at this critical time.

A week before opening day, have merchants install small window displays about 4-H work. Run interviews with successful members in the paper. Call everyone's attention to the opening of the mobilization on the April 4 Farm and Home Hour, and to your own State and local programs.

If it can be arranged without any complications, have local merchants offer prizes to present club members who lead in getting new members.

Now for Mobilization Week! Because of the tire shortage and other difficulties in transportation, county-wide activities may not prove successful in your county, and it may be necessary to arrange your plans on a community level. The information booth mentioned in the news story could be erected in each community, on consolidated school or high-school grounds, on the commons, town park, or in other suitable location. The booth will be the focus of most of your mass activity other than club meetings. Arrange to have it attended during certain hours. Have a counter, decorate the booth with the 4-H emblem and such posters or slogans as are recommended for use in your State. "Food for Freedom" should play a prominent part as should the 4-H Pledge. If the booth is at the school it should be attended by several club members at opening and closing time, during recess and the noon hour. If possible have a radio installed in the booth so that members of all the clubs in the community can assemble and hear the Farm and Home Hour on April 4, and other program, and follow with suitable ceremonies or short talks. The Secretary of Agriculture may address members during the Farm and Home Hour program.

Where practical, a county booth should also be erected near the courthouse or other prominent spot. It should have someone in attendance during busy hours and be supplied with appropriate leaflets and bulletins.

Two suggested features of the booth are, a membership thermometer and a membership map. The map should be a large one of the county or community with enough features detailed to permit member's farms being located. The township lines might be drawn in in addition to roads and streams. Have a supply of glass-headed pins in two colors, one for present members and one for new members. As each old member signs his pledge, let him stick a pin into the map where he lives. As each new member is signed up, let him stick a pin into the map.

When every old member in a club has signed the pledge, pin a small American flag on the map at the club's headquarters. When every farm boy and girl within the age limits has been signed up, pin up a second flag, which can be an American flag or a small pennant lettered "100 percent."

The thermometer is made from a long board painted white, with the outlines of the "mercury" column painted in black and the column itself in red. Have the current membership in the county appear about half way up the column and mark this with an arrow in the style of the regular thermometer markings showing normal temperatures. As pledges are signed,

paint the line higher and higher. As new members are added and they sign pledges, the line will approach the boiling point. If you can reach the top of the bulb, "explode the mercury" with paint and continue the line on up with extensions if needed. A thermometer of this type is easily made, or one may be borrowed from some other civic group that has had one in use for local campaigns.

As a feature of opening day--and it might well be repeated on closing day--ask merchants to let you have a window where you can install demonstration teams of 4-H members. Provide several teams or demonstrations for each window and alternate them. A series of small cards describing each step in the demonstration, or a banner listing the steps, should be provided to overcome the difficulty of talking through the glass of the window. As each step in the demonstration is performed, the demonstrator calls attention to the card explaining it or to the listing on the banner. Between demonstrations, display a small poster or card explaining the purposes of Mobilization Week.

Wind up Mobilization Week with a rally or parade. Hold it the last day to give all the prospective club members a chance to participate. If any club has outstripped the others in getting new members, honor the members by something such as having them review the parade of the other clubs. Repeat the store-window demonstrations after the parade. These will serve the double purpose of publicizing 4-H work and demonstrating good practices.

The time between now and mobilization is so short that some of the plans being laid may not materialize. Under consideration at this writing are plans for celluloid lapel pins, stickers, cards or labels for the window or mailbox, posters, and movie trailers. Because some of these may be developed in time to be useful, we are including suggestions for their use. Your State club leader will advise you of the availability of any of the items.

Massachusetts has prepared a window card to be issued to each member. Other States may do the same. Such a card can also be used on the mailbox. Coat a place on the mailbox, slightly larger than the card, with shellac. Place the card on the shellac as soon as it has become slightly tacky. Then brush it smoothly in place with more shellac and coat it evenly with the shellac to provide a semiweatherproof covering.

The posters when available can be used in store windows, schools, post-office bulletin boards, and similar public places. They can also be used at club meetings to stimulate the membership.

The movie trailers will be short films, consisting mostly of words, explaining the mobilization and urging rural young people to join 4-H Clubs and directing them to the county club agent for information. If these are available in your State, ask your local theater to run them with his other trailers. He usually will cooperate. If you can get your local theater to book Young America, the 4-H picture starring Jane Withers,

for this week, you can make it the rallying point for a membership drive with a booth in the theater lobby and other tie-ins. The picture is distributed by Twentieth Century-Fox.

One of the most important tie-ins we have left until the last because of its importance--church. Many ministers of the gospel are interested, even active, in 4-H work. If yours are not, call on them and explain both Mobilization Week and the 4-H program. They will usually be glad to cooperate. We might well adopt a custom of the Boy Scouts during their annual birthday week. Each troop attends church in a body. If there are several denominations represented in a community, a joint service might be arranged with the club members seated together. What could be more beautiful than a demonstration showing our unity of religion? An answer to the dictators who permit no religion except worship of themselves.

The close of Mobilization Week does not mean that we should stop shouting about 4-H work. Keep the mobilization alive by writing success stories for the papers, interviewing leading members during your radio program, holding public demonstrations. Nothing succeeds like success, and people like to hear and read about successful people. In the appendix you will find material on which your local editor could base an editorial. He will probably like to have, in addition to these facts, stories about local 4-H members who have achieved success because of their work in 4-H, or in their 4-H work.

Also in the appendix are several letter suggestions and some designs and illustrations for decorating circular letters.

APPENDIX

(EDITOR'S NOTE: As you know, April 5-11 has been set as National 4-H Mobilization Week, in which the 1,500,000 National 4-H Club members and as many new members as possible will mobilize behind an all-out victory program. In case you want to handle this in your editorial columns, here are some facts that might help you. You realize, probably better than we do, that 4-H members make good citizens. You have seen the results in your own community.)

We are accustomed to all sorts of special weeks. Hollywood has found there are 95 weeks in the year, if you count the special weeks put on by trade associations. Weeks for the stimulation of sales, weeks for the suppression of trash, weeks for the reduction of accidents, weeks for this and for that. But now comes a special, special week. It is so special we wonder why someone didn't think of it before. Back of it lies an interesting story.

In 1914 Congress authorized the establishment of a rural youth movement. In the 28 years that have followed, the movement has grown until 1,420,000 farm boys and girls are "in 4-H Club work." Many of those first members now have children of their own who are in the movement. And what has it accomplished? Let's look first at what it is.

The four H's stand for head, heart, hands, and health. Together they stand for the improvement of these human parts: Heads are pledged to clearer thinking, to finding the why and how of things; Hearts are pledged to greater loyalty; Hands are pledged to greater service to home, community, and country; and Health is pledged to better living. The 4-H pledge is a living thing, living in all those who have been in club work and grown up, living in the million and a half now enjoying it.

Now they have called a Mobilization Week--a national gathering of 4-H members--to renew their pledge of loyalty, service, and self-improvement. Not in the shadow of the Washington Monument, not in any great hall or stadium, but right in their own homes, on their farms, right here in our county. 4-H boys and girls are mobilizing themselves and their friends to take part in the most important thing that ever happened to these United States, the contribution of every man, woman, and child to preserving our way of life.

You may ask what the work of our boys and girls can do to slap the Jap and hit Hitler. Well, during 1941, 4-H boys and girls produced 3 million bushels of garden products, raised 5½ million birds, 75 thousand head of dairy cattle, 260 thousand head of swine, and 186 thousand head of other livestock. The girls canned 11 million jars of farm products. Wouldn't Mr. Hitler like to have that food for his people? And these aren't all their accomplishments. They collected aluminum, paper, and scrap iron. They purchased Defense Stamps and Bonds. They organized fire patrols in rural areas. Nearly a million of them are checking their food and health habits to make their bodies stronger. A quarter of a million are learning how to care for what they now have, clothes, tools, and other farm equipment. More than that, they have set out to study democracy--the art of living with others. These 4-H members are a national asset not measurable in terms of manpower or wealth or energy. We thank God we live in a democracy where such things can be. Remember, every one of these million and a half boys and girls is carrying on his or her projects without coercion, without orders from anybody, but because they want to. That is democracy. Let's have more of it.

You fathers and mothers will do well to encourage your boys and girls who are not in 4-H Club work to get in it during this 4-H Mobilization Week. And after they are in, help them with their projects. They are the farmers and farm women of tomorrow. In them is the future of America. If they are strong in mind and body, America will be strong.

"Consider thine inheritance and be thankful that thy lot is cast in such a land."

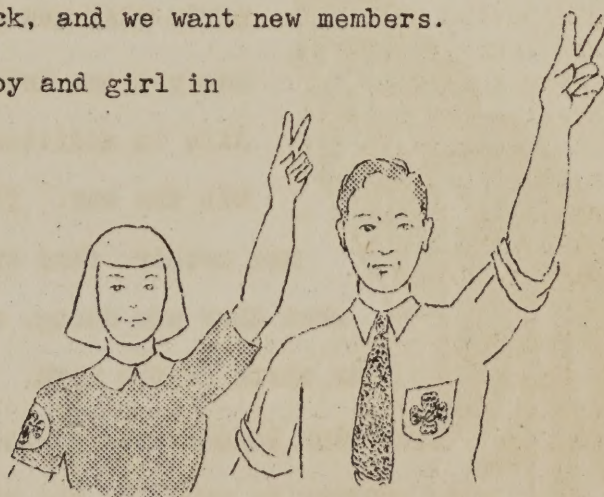
Sample letter for county agent or club leader
who is writing to local volunteer leaders.

Dear Club Leader:

The week of April 5-11 has been designated as National 4-H Mobilization Week. During this week we will help our club members plan increased activities to assist the Victory effort.

The week starts with a special broadcast during the Farm and Home hour of April 4. State-wide plans for radio programs and the mobilization have been made, and I should like to meet and discuss our portion of this program with you. I have set as the time for meeting, and it will be held at

Look over your club roster, especially those former members who were once active in your club but for some reason have dropped out. We want them back, and we want new members. Our goal is "every eligible boy and girl in the county a 4-H member."



MOBILIZE FOR VICTORY

HELP CONSERVE PAPER-- If you want to use this drawing, trace first on tissue paper, then on your stencil.

Dear 4-H Member:

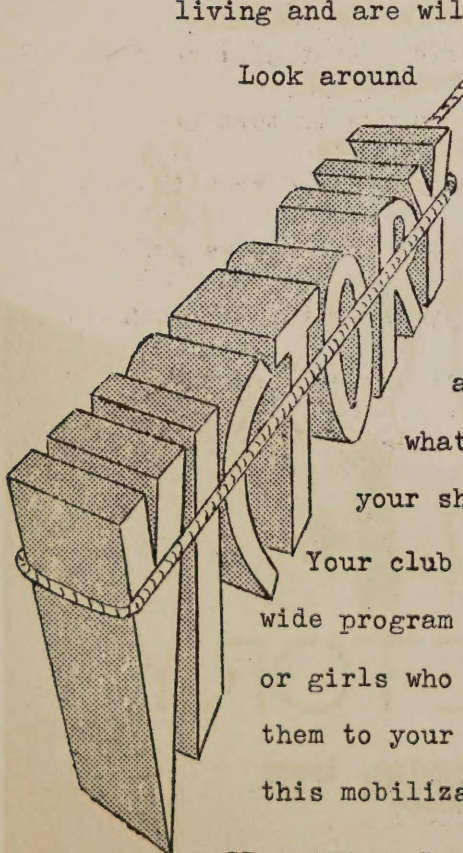
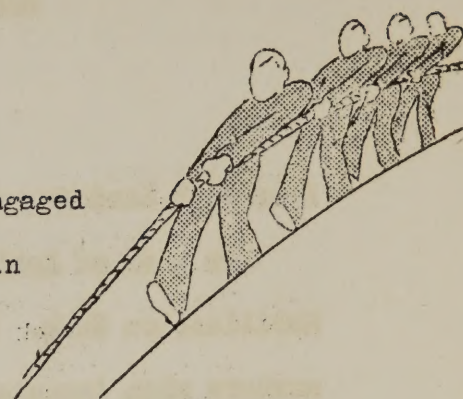
This terrible war in which our land is engaged is going to be won because every individual in the country will back up the fighting of the men on the world-wide fronts. You have already set yourself new goals, higher goals of activity than ever before, but now all of us in 4-H are being called on to raise these goals even higher.

The week of April 5-11 has been set as National 4-H Mobilization Week, a week in which we can show what we feel we can do about the victory effort, demonstrate that we value our mode of living and are willing to do our part in winning the victory.

Look around you now and study how you can best do your part, what new activities you can take on, how you can better your own health and way of life in addition to producing food needed to win the war. Talk it over with your father and mother, find out how you can help them in what they are doing, and ask their assistance in your share of the work.

Your club leader will explain our share in the Nation-wide program to you. In the meantime, do you know any boys or girls who are not now in club work and should be? Bring them to your next club meeting and have them join with us in this mobilization of rural youth.

HELP CONSERVE PAPER-- If you want to use this drawing, trace first on tissue paper, then on your stencil.



Sample letter to former
members still within the age limit.

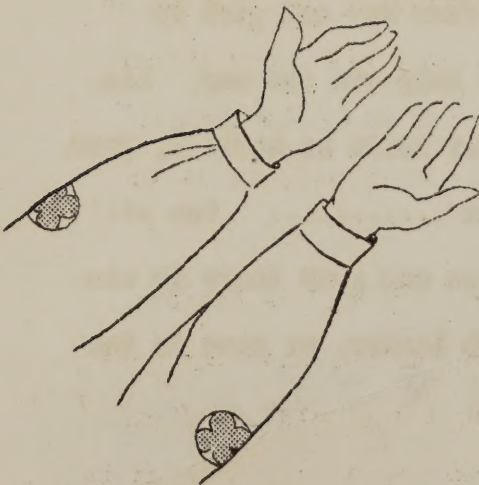
Dear Friend:

I am writing to you as a former 4-H member to tell you of the National 4-H Mobilization Week which will be held April 5-11.

No matter what the reason for your dropping 4-H work, now is the time to get back in with both feet. You have heard that 17 pairs of hands are needed behind the front line for every soldier in the front line. Let your hands be one of those pairs. We'd like to have you join with us again and pledge yourself to produce for our needs at home, for our soldiers, and for our allies.

Any of the club leaders or I will gladly explain the purposes behind Mobilization Week and the things we plan to do right here in our county to help achieve the successful effort that will help to win the war. Drop into my office any time you are in town and I will be glad to explain it to you. But above all, come back into club work, so that we may all, by working together, know we are

doing our share to preserve the American way of life, the best way of life that ever existed on the face of the earth.



HELP CONSERVE PAPER-- If you want to use this drawing, trace first on tissue paper, then on your stencil.

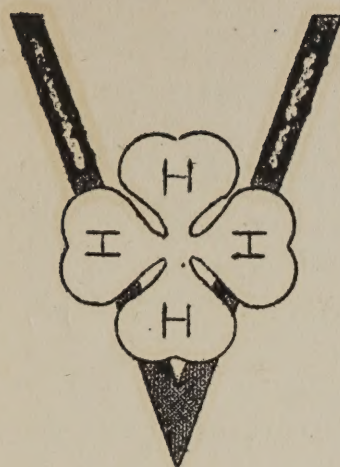
Dear Friend:



You have heard of 4-H Club Work, that interesting activity of the young folks on the farm all over the country. Right here in the county where you live there are active 4-H Clubs which for years have helped farm boys and girls to become better, healthier, and happier citizens. You have heard of the things our 4-H members do, the things our country needs more of right now. Have you also heard of our good times together, picnics, trips, camps, etc., 4-H boys and girls enjoy?

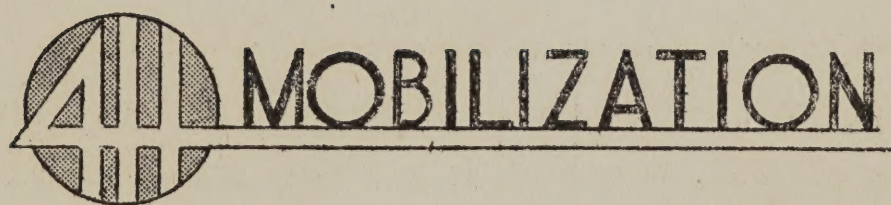
The week of April 5-11 has been designated as National 4-H Mobilization Week. It's an opportunity for us all to do something to help win this war. We want you to join us in celebrating this mobilization of all farm boys and girls. Our county is out for a 100 percent membership goal, every eligible farm boy and girl in the county a club member, doing something to help win the war. Listen to the National Farm and Home Hour on your radio on April 4, 1942, and to our own broadcast over at You will hear important messages about the mobilization and your share in winning the victory. Then see your nearest club leader, or come to the booth set up at and sign up.

HELP CONSERVE PAPER-- If you want to use this drawing, trace first on tissue paper, then on your stencil.



MOBILIZATION WEEK

... — MOBILIZATION WEEK



APRIL 5-11, 1942

BUY DEFENSE BONDS

MOBILIZATION WEEK



MOBILIZATION WEEK



MOBILIZATION



APRIL 2-11, 1942

BUY DEFENSE BONDS